

DOCKET NO.: BELL-0163 / 01330  
Application No.: 10/034,654  
Office Action Dated: October 21, 2003

#16/B  
W. Lawson  
PATENT 4/30/04



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:  
Scott R. Swix et al.

Confirmation No.: 1792

Application No.: 10/034,654

Group Art Unit: 2611

Filing Date: December 26, 2001

Examiner: Bui, Kieu Oanh T

For: **System and Method for Inserting Advertising Content in Broadcast Programming**

EXPRESS MAIL LABEL NO: EL969195725US  
DATE OF DEPOSIT: April 21, 2004

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RECEIVED

APR 23 2004

Technology Center 2600

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

Applicants respectfully request entry of the following remarks contained herein in response to the Final Office Action mailed **October 21, 2003**. Applicants respectfully submit that the remarks contained herein place the instant application in condition for allowance.

- ☐ Amendments to the Specification begin on page \_\_\_\_\_ of this paper.
- ☒ Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ Amendments to the Drawings begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- ☒ Remarks/Arguments begin on page 4 of this paper.